



# Coca-Cola Consolidated Privacy Policy

Update as of June 23, 2023.

This Privacy Policy is designed to help you understand how CCBCC Operations, LLC and its affiliated entities (collectively, “CCBCC”, “we”, “us” or “our”) collects, uses, and shares Personal Information collected through our website at [www.cokeconsolidated.com](http://www.cokeconsolidated.com), [my-coke.com/consolidated](http://my-coke.com/consolidated), and through other websites that link to this Privacy Policy, and through social media, our events, marketing activities, and other activities described in this Privacy Policy (collectively, the “Sites”). “You” or “your” refers to the person accessing and using the Site.

This Privacy Policy is part of the Terms of Use between you and us. Do not use the Sites if you do not agree with the terms of this Privacy Policy. This Privacy Policy may be updated from time to time. Updates will be posted on this page and become effective upon posting. Your continued use of the Sites after CCBCC posts or otherwise notifies you of any changes indicates your agreement to the changes, so please review this page periodically for updates.

## Personal Information We Collect

“**Personal Information**” generally means any information that can reasonably identify you as an individual, and any other information we associate with it.

We may collect the following Personal Information from you:

- **Personal Identifiers**, such as account username, first and last name, email address, mailing address, phone number, demographic information, professional title and other information about your company.
- **Commercial Information**, such as payment information, purchase history, and other information related to your request for goods and services.
- **User Generated Content**, such as information provided by you when interacting with the services or through social media, including social media identifiers.
- **Contest Entry**, such as contact information, when entering into sweepstakes or other contests.
- **Professional History**, such as information provided when applying for employment opportunities which includes education history, previous employers, and other information you may provide in your resume and cover letter.

When using the Sites, information is automatically and passively collected about you, your terminal device (for example, your computer or mobile phone), and your interaction with the Sites including:

- **Device data**, such as your IP address (i.e. your computer’s address on the internet), operating system type (Windows or Mac) and version, internet browser type and version, and language, unique identifiers



(including identifiers used for advertising purposes), and general location information such as city, state or geographic area.

- **Online activity data**, such as what websites you viewed and how you may have interacted with those websites, navigation paths between pages, information about your activity on a page, and whether you interacted with CCBCC emails or clicked links within them.

We may receive Personal Information about you from third parties and combine this information with information we have already collected from you through our Sites. We will handle this information in accordance with this Privacy Policy. If you apply for a job with us, we may collect reference information and/or information received from background checks (where applicable) from third parties and information about your educational or professional background from publicly available sources.

### **How We May Use Your Personal Information**

We may use your Personal Information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection to:

- Provide and improve the Sites and CCBCC services;
- Process job applications;
- Communicate with you about sweepstakes or promotions that you choose to enter;
- Respond to questions and communications you send us;
- Provide announcements, updates, security alerts, and support and administrative messages
- Provide you a personalized experience with the Sites and our communications;
- To market and advertise to you directly as permitted by law (you may opt-out of our marketing communications as described in the Opt-out of marketing communications section below);
- To research and develop new products and services;
- To protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- To protect and enforce our legal rights;
- To enforce the terms and conditions that govern the Sites; and
- To prevent and detect fraud and otherwise comply with law.

We may aggregate and anonymize Personal Information so that it cannot identify the individual to which it would otherwise relate, which renders the data as non-Personal Information.

### **How We Share your Personal Information**

We only disclose your Personal Information in the following circumstances or as described in this Privacy Policy:

**Affiliates.** We may disclose your Personal Information with our parent companies, subsidiaries and affiliates for business purposes.

**Other Coke System Partners.** On occasion, our customers (e.g., retail outlets or subdistributors) may send us product orders that we cannot fulfill because the customer is based outside of our service territory. In these cases, we will forward the order to the Coca Cola bottling company in the requesting customer's territory. We may also



disclose your Personal Information with bottlers and suppliers, such as CONA Services LLC and The Coca-Cola Company, for ordinary business purposes, such as providing you the services and products you have requested and to provide you with quality service.

**Service providers.** We may disclose your Personal Information with third party companies and individuals that provide us with services that help us provide the Sites or support our business activities (such as hosting, website analytics, email delivery, payment processing, contest/sweepstake providers, marketing/advertising, IT providers, technical support, customer support and legal and other professional advice).

**Professional advisors.** We may disclose your Personal Information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

**For compliance, fraud prevention and safety.** We may disclose your Personal Information for compliance, fraud prevention and safety purposes.

**Business transfers.** We may sell, transfer or otherwise share some or all of our business or assets, including your Personal Information, in connection with a business transaction (or negotiations or due diligence for a potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

**At your direction.** You may direct us to disclose your information to third-parties or otherwise in accordance with applicable law.

## Your Choices

**Opt out of marketing communications.** You may opt out of marketing-related emails by following the unsubscribe instructions in the email. You may continue to receive Site-related and other non-marketing emails. Opting out of emails or other communications related to sweepstakes or promotions may terminate your eligibility to participate in those sweepstakes or promotions. Be sure to check the relevant sweepstakes or promotions rules before you opt out.

## Cookies and Similar Technologies

We, our service providers, and business partners may use cookies and similar technologies to track your browsing activity over time and across the Sites and third party websites. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals.

We use analytics services, including Google Analytics, to better understand how customers use our Websites and Apps to improve those technologies and optimize your experience and interactions. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Sites may not work properly.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). You can also opt-out of tracking through certain third-party advertising and analytics cookies by using the opt out services provided by the Digital Advertising Alliance or Network Advertising Initiative.



## **Other Important Privacy Information**

**Third party sites and services.** The Sites may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third party websites, applications, or services, and are not responsible for their actions. Other websites and services follow different rules regarding their collection, use and sharing of your Personal Information. We encourage you to read their privacy policies governing the use of their websites.

**Security practices.** We work to protect your Personal Information from loss, misuse, or unauthorized alteration by using commercially reasonable security safeguards, coupled with security procedures and practices. Although CCBCC employs measures to maintain security, we cannot guarantee that your information will not be intercepted by third parties' illegal efforts. It is your responsibility to maintain the privacy of your username and password. Unauthorized use of your registered account with us will enable access to your Personal Information. Please keep your username and password in a safe and secure place.

**Use of Sites by visitors outside of the United States.** The Sites are solely for persons located within the United States. Any information we obtain about you in connection with your use of the Sites may be processed and stored in, and subject to the laws of, the United States or other countries. Privacy laws in the locations where we process and store your Personal Information may not be as protective as the privacy laws in your home country.

**Children.** The Sites are not directed at, and we do not knowingly collect Personal Information online from, anyone under the age of 16.

**International data transfers.** We are headquartered in the United States and may have service providers in other countries, and your Personal Information may be transferred to the United States or other locations outside of your state, province, or country where privacy laws may not be as protective as those in your state, province, or country.

**Changes to this Privacy Policy.** We encourage you to periodically review this Privacy Policy. We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will post them on the Sites and indicate the effective date of the change.

## **Contact Us**

Please direct any questions or comments about this Policy to:

CCBCC Operations, LLC  
4100 Coca-Cola Plaza  
Charlotte, NC 28211  
Attention: Legal Department  
Legal@cokeconsolidated.com